**Project Design Phase**

**Problem – Solution Fit Template**

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| --- | --- |
| Date | 5 july 2025 |
| Team ID | LTVIP2025TMID49612 |
| Project Name | BookNest: Where Stories Nestle |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit :**

**1️⃣ CUSTOMER SEGMENT(S)**

College students, working professionals, and avid readers

Small publishers and independent book sellers

Tech-savvy users aged 16–40 who prefer online book browsing and shopping

**2️⃣ JOBS-TO-BE-DONE / PROBLEMS**

Customers want to easily discover, review, and buy books from a trusted online platform

Sellers want a simple dashboard to upload, manage, and track their books

Admins want centralized control to monitor users, books, and orders

**3️⃣ TRIGGERS**

Book lovers getting recommendations from friends or social media

Sellers exploring digital platforms to sell independently

Awareness about eBooks, online reviews, and fast delivery models

**4️⃣ EMOTIONS (BEFORE / AFTER)**

**Before:**

Users feel frustrated by cluttered book platforms with poor UI

Sellers feel restricted by platform limitations and commissions  
**After:**

Users feel empowered by a clean interface and trusted reviews

Sellers feel in control and supported with tools and insights

**5️⃣ AVAILABLE SOLUTIONS**

Amazon, Flipkart, and other large e-commerce platforms

Local bookstore apps and limited catalog websites

Cons: Overcrowded, poor filtering, high competition for sellers, lack of role-based management

**6️⃣ CUSTOMER CONSTRAINTS**

Lack of trust in lesser-known platforms

Limited budgets for marketing by small sellers

Poor digital experience on mobile or slower internet

**7️⃣ BEHAVIOUR**

Users rely on reviews, UI/UX experience, and book previews

Sellers compare platform costs, analytics, and reach

Admins ensure platform is safe, updated, and active

**8️⃣ CHANNELS OF BEHAVIOUR**

**8.1 ONLINE**

Social media book clubs (Instagram, Goodreads)

Google search, book recommendation platforms

YouTube book reviews

**8.2 OFFLINE**

College book fairs

Independent bookstore collaborations

Word of mouth and posters in libraries/book cafes

**9️⃣ PROBLEM ROOT CAUSE**

Existing platforms are not role-personalized or seller-friendly

No balance between simplicity for users and control for admins

Small sellers struggle to be visible or manage inventory independently

**🔟 YOUR SOLUTION**

**BookNest: Where Stories Nestle** is a unified platform where:

**Users** browse, wishlist, and order books with ease

**Sellers** manage inventory and orders via a dashboard

**Admins** oversee activity and analytics via a role-specific admin panel  
Built using the **MERN stack**, it ensures speed, flexibility, and scalability while addressing real-world frustrations.